

WWW and its enduring effects on export marketing : do web capabilities matter?

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WWW and its ***Enduring Effects*** on ***Export Marketing***:
Do Web Capabilities Matter?

van

Ingrid Beckers

1. Web capabilities constitute both technical (e.g., integration of software tools) and nontechnical (e.g., graphical design of a Web site) skills and can transform material (e.g., hardware) and immaterial (e.g., software knowledge) assets to make them useful for the organization (This dissertation, Chapter 3).
2. The indirect effect of Web capabilities, on export marketing capabilities through knowledge, outperforms the direct effect of Web capabilities on performance (This dissertation, Chapter 2).
3. To spur performance, the Web-based interface should underpin the firm's current export marketing conduct (This dissertation, Chapter 3).
4. Interactivity pays off when it can foster relationships with particular (future) customer groups, which becomes particularly relevant for influentials or lead-users in specific export markets (This dissertation, Chapter 3).
5. If you want to get published don't be too clear...But if you want to get remembered for good ideas well stated, then write to be understood (Tanvi Mehta).
6. Why should one work with one co-author if one can have four?
7. The word research which originates from Latin consists of two parts: "re" and "search". In all its brevity, the first part quintessentially defines its underlying process of PhD research as it reflects the notion of once more, over and over, and back again.
8. Virtual interactions increasingly resemble real-life interactions. In academic life, however, the rich real-life interaction at conferences will probably never be replaced by video conferences.
9. Silence after a presentation is not golden. Positive feedback is medium. Sometimes the best you can hope for are opposition and disagreement.
10. Being done means that one knows what still has to be done.
11. Writing a dissertation is sometimes more an art than a science: one can paint many pictures on the same topic, but beauty is ultimately in the eye of the beholder.